

PLANNING GRANT APPLICATION FORM

Applicant (Agency & address - including zip)		Proposed Date of Completion: April 1, 2013	
City of Capitola 420 Capitola Ave. Capitola, CA 95010		Check one <input checked="" type="checkbox"/> City <input type="checkbox"/> County <input type="checkbox"/> MPO <input type="checkbox"/> COG <input type="checkbox"/> RTPA <input type="checkbox"/> JPA <input type="checkbox"/> Joint Proposal	Grant Amount Requested: \$ 100,000.00 If Joint Proposal, list participating entities/ contact person:
Lead Applicant's Name: City of Capitola			
Title of Proposal (summarize the deliverable to be funded by this grant) Targeted General Plan Update			
Applicant's Representative Authorized in Resolution Name: Derek Johnson Title: Community Development Director Phone: (831) 475-7300 Email: djohnson@ci.capitola.ca.us		Person with Day to Day Responsibility for Plan (If different from Authorized Representative) Name: David Foster Title: Housing & Redevelopment Manager Phone: (831) 475-7300 Email: dfoster@ci.capitola.ca.us	
Check all of the following that are incorporated or applicable to the proposal:			
Focus Area		Program Objectives	
<input checked="" type="checkbox"/>	Focus Area # 1		Applying for 20% EDC set aside
	Focus Area # 2		
	Focus Area # 3	<input checked="" type="checkbox"/>	Improve air and water quality
Eligibility Requirements (mandatory)		<input checked="" type="checkbox"/>	Promote public health
<input checked="" type="checkbox"/>	Consistent with State Planning Priorities	<input checked="" type="checkbox"/>	Promote equity
<input checked="" type="checkbox"/>	Reduces GHG emissions on a permanent basis	<input checked="" type="checkbox"/>	Increase affordable housing
<input checked="" type="checkbox"/>	Collaboration requirement	<input checked="" type="checkbox"/>	Increase infill and compact development
Priority Considerations		<input checked="" type="checkbox"/>	Revitalize urban and community centers
<input checked="" type="checkbox"/>	Demonstrates collaboration & community involvement	<input checked="" type="checkbox"/>	Protect natural resources and agricultural lands
<input checked="" type="checkbox"/>	Addresses climate change impacts	<input checked="" type="checkbox"/>	Reduce automobile usage and fuel consumption
<input checked="" type="checkbox"/>	Serves as best practices	<input checked="" type="checkbox"/>	Improve infrastructure systems
<input checked="" type="checkbox"/>	Leverages additional resources	<input checked="" type="checkbox"/>	Promote water conservation
	Serves an economically disadvantaged community	<input checked="" type="checkbox"/>	Promote energy efficiency and conservation
	Serves a severely disadvantaged community	<input checked="" type="checkbox"/>	Strengthen the economy
I certify that the information contained in this plan application, including required attachments, is complete and accurate			
Signature: 		Date: 08/27/10	
Print Name and Title: Derek Johnson, Community Development Director			

SUSTAINABLE COMMUNITIES: PLANNING GRANT AND INCENTIVES PROGRAM

CITY OF CAPITOLA TARGETED GENERAL PLAN UPDATE

PART 2: Proposal Summary Statement

A City's General Plan is its vision for the future, and lays the blueprint for how the City will change and grow over time. As such it is the perfect vehicle to implement Sustainability policies as an overall citywide objective. The current City of Capitola General Plan was adopted in September 1989, over twenty years ago. Since that time the City has adopted many policy goals, zoning code changes, and public policy objectives in support of Sustainability. In addition, with the adoption of AB 32 and related regulations, the City now faces a broad range of new sustainability guidelines and mandates, and is now planning to take those challenges into the City's upcoming General Plan Update as a primary focus.

The City is currently in the nascent stages of the General Plan Update process. The Request for Proposals was released in July 2010, and the timeline calls for the Draft Plan to be completed by Winter 2012 and final adoption in Winter 2013. This Sustainable Communities Planning Grant will fund the process of targeting the General Plan Update to integrate and focus the update on sustainability. The new General Plan will incorporate the City's recent movement toward sustainability, guide future development and provide direction to our transition toward improved environmental and economic sustainability in the coming years, including a program to guide local and regional collaboration in support of the State's AB 32 GHG emission reduction targets and to implement SB 375 and SB 97.

Sustainability planning tools, policies, and practices have grown extensively over the past two decades and more recently at a very fast pace. Keeping up with new practices and policies, and then determining which make sense for a particular community, is a focused and challenging process. This grant will make it possible for the City to make meaningful decisions during the General Plan Update that will have a real impact in the long-run. In fact, there is broad support for Sustainability in Capitola from elected officials, staff, residents, and community and business leaders. The intent is for the City's General Plan to integrate existing Sustainability efforts into a coordinated whole and to move those efforts forward. Examples of recent Capitola sustainability policies include the adoption of an historic tree ordinance; a green building ordinance; floor area ratio and building massing standards, and a ban on certain Styrofoam packaging. The City has also adopted several planning strategies that are consistent with the State's Planning priorities including a Storm Water Master Plan developed in cooperation with the County of Santa Cruz, an Historic Context Statement, an Economic Development Strategic Plan, a Parking Master Plan; and, a Five Year Capital Improvement Plan. Beginning in 1992 and every year after, the City has also funded a Soquel Creek monitoring report that inventories steelhead and tide water gobies, as well as certain plant life and marine birds, including heron and egrets. In 1996 the Soquel Creek Lagoon Management Plan was prepared and approved by the City Council. The City Council has adopted a mission and values statement that includes as a core value "Maintaining a safe and healthy environment."

In addition, Capitola adopted a State certified Housing Element Update in February 2010 and is in full compliance with its Regional Housing Needs Allocation obligations. The adopted Housing Element includes a variety of smart growth development, mixed-use and affordable housing policies. All of these policies will be incorporated into the General plan and will guide a move toward internal consistency towards the overall goal of a city planned and oriented towards long-term Sustainability.

This application responds to Focus Area # 1, Local Sustainable Planning. The targeted General Plan will include all of the policy imperatives discussed above, and will weave Sustainability throughout the Plan document, to assure a balance between the environment, the economy, human capital, and social equity.

PART 3: PROPOSAL DESCRIPTION

Step 1: Threshold Requirements

1. Describe how the proposal is consistent with the State's planning priorities.

a. Promote infill development and invest in existing communities.

The City of Capitola is a small community, primarily built-out, and is committed to smart and sustainable infill development which will support Sustainability and mixed-use, live/work environments. The town was originally developed in 1869 as California's first seaside resort. Many of the business and residential parcels are small, creating a dense single-family and multi-family community in the residential areas. The City has a strong sense of history, which has been supported by the adoption of a Historic Context Statement. The General Plan will set forth infill development and improvement strategies that will clearly address the mass, size and other structural compatibilities with the small residential lots. It will resolve existing imprecise and ambiguous requirements to comply with certain aspects of the Historic Context Statement and establish clear and efficient development review procedures, and thereby promote infill development and investment in the community.

Beginning in 2001 the City prepared, and follows annually, a comprehensive five-year capital improvement plan. In 2004 and again in 2008 the voters of the City of Capitola approved a ¼ cent sales and use tax increase. Approximately \$500,000 per year is appropriated on an annual basis for capital improvements. Currently, the majority of this is used to improve local sidewalks and streets. The General Plan Update process will review and overhaul the capital improvement plan with Sustainability as a focus.

With regard to commercial infill, the City has adopted an Economic Development Strategy that recommends expanding its commercial retail development with visitor serving uses, and promoting green businesses. Integrating these economic development strategies into the General Plan will strengthen the economic and fiscal viability of the City. It will also make City development processes consistent and understandable, thereby promoting commercial infill development.

b. Protect environmental and agricultural resources.

The City prizes its coastal and riparian environments—Capitola Beach and the beautiful Soquel Creek. As a small but popular coastal resort City, Capitola has several enclaves of important wildlife habitat. We have performed several studies and long term scientific investigation of these areas which will be incorporated into the new General Plan. In 2006 the City received a grant to create a natural bio-filter for Soquel Creek as a demonstration project. The project includes the obligation for the City to monitor and measure the results of the bio-filter. The City contributes to the Coastal Watershed Council and participates in the First Flush Program. There are zoning ordinances in place, such as the historic tree ordinance and ordinances relating to the Soquel Creek riparian corridor.

The City has several groves of eucalyptus trees, not native to the area, that represent safety concerns. Reintroducing native species such as the coastal redwood and using this urban forest to help preserve cliff and bluff integrity would be an important part of new Sustainability policies in the General Plan Update. This grant will allow the City to review its current ordinances and programs and include a proper discussion and foundation for their purpose in the new General Plan. **Soquel Creek and Lagoon Habitat.** Since 1992 there has been an annual monitoring program for the Soquel Creek and Lagoon. The primary plant and animal species monitored include algae and pond weed, tidewater gobies and steelhead. In addition there are several species of bird including, blue heron, egrets, sea gulls, pigeons, mallards and mergansers. **Beach and Wharf Habitat.** The City owns a beach and

wharf structure, and is responsible for Monterey Bay waters out 1,000 ft. This is a primary recreation area for the city. The habitat includes much of the marine flora and fauna typical in Monterey Bay waters. Some of these are: a variety of fish including perch, halibut, and others; a kelp bed habitat; marine mammals including seals, otters and others; and, marine birds, including pelicans. **Rispin Sensitive Habitat Area.** This area represents about seven acres of riparian property. Studies have indicated that the property contains sensitive riparian vegetation and might be an over-wintering habitat for Monarch Butterflies. These areas have all been studied independent of the prior General Plan preparation. This proposal would allow the inclusion the findings and recommendations of these studies and thereby serve to protect the related plant and animal life. The **New Brighton State Park** is also located within the City of Capitola City limits. With the anticipated acquisition of the Santa Cruz Branch Rail Line right of way by the Regional Transportation Commission, Capitola will gain a new regional transportation corridor that will bisect the town and offer new alternative modes of transportation with direct access into the New Brighton State Park. The study and incorporation of this new transportation corridor will be an important part of the sustainability section of the General Plan's Transportation Element.

c. Encourage development, other than infill, through infrastructure support.

Although the City is about 85% built out, there is a strong interest in maintaining and developing the infrastructure to continue meeting current needs and support future anticipated needs. Retail and tourism are the most significant industries. While both are established industries, tourism and related visitor-serving uses have an opportunity to increase. Parking infrastructure facilities are critical to efficiently meeting the demand of tourists, and will have the added benefit of reducing traffic circulation and related emission impacts. Existing businesses would also benefit from parking improvements in that use intensity could increase with parking and transit availability. The City has completed a parking plan, the results of which will be included in the revised General Plan.

A new hotel and mixed retail project is proposed for a site in Capitola Village adjacent to the beach. This hotel would impact adjacent commercial areas. This proposal would allow the General Plan update process to review the existing and proposed uses in the village area, and create a long-term infrastructure financing plan. The proposal is to provide innovative transportation policies and programs to ensure that the new hotel fits ameliorates and does not exacerbate existing congestion and parking problems in the village. The City always has a concern about its streets, sidewalks, parking and bike lanes. This proposal will examine the possibility of creating development fees to construct new improvements in these areas.

2. *Describe how the proposal will reduce greenhouse gases consistent with:*

a. California's Global Warming Solutions Act of 2006- reducing Green House Gas emissions as compared to business as usual through to 2020 and beyond. (*Indicators shown in italics.*)

On August 23, 2010, government leaders from across the Monterey Bay region committed AMBAG to reducing per capita greenhouse gas emissions of passenger vehicles by five percent by 2035, using a 2005 baseline. This proposal will actively work to achieve that goal. As part of this work, a GHG baseline inventory will be developed, from which a GHG Reduction Plan will be prepared as part of the General Plan process. This proposal will help identify the most effective ways to reduce GHG through scientifically based incentive and regulatory based policies in connection with community outreach, and direct application of best practices.

Expected methods of reduction that will benefit from this grant include:

- Evaluation and expansion of the City's Green Building Program. Such efforts include encouraging the use of accessible technology for homeowners to visibly measure energy consumption (*Include as part of the application indicators for each such technological application.*) and reduce the short and long terms impacts of residential development

- Policies and programs to encourage the use of photo voltaic and other solar energy (*Apply standard formula for conversion*)
- Programs to encourage the installation of green or reflective roofing (*Square footage of roofing and determine and apply standard formula for GHG reduction*)
- Establishment of planning and development strategies that will reduce Vehicle Miles Travelled (VMT) and traffic flow efficiency, such as:
 1. Pedestrian and bicycle plans (*Linear feet of pathways delineated or constructed*)
 2. Exploring improvements to the City's shuttle program (*Measure increased ridership*)
 3. Improve traffic signal synchronization (*Changes in traffic flow*)
 4. Encourage car pooling (*Track outreach and carpool program matching*)
 5. Reducing tourist traffic circulation by implementing easy access parking strategies. (*Traffic circulation measures*)
- Development of a Transportation Demand Management Plan that will offer incentives to encourage City and downtown workers to utilize alternative modes of transportation. (*Decrease in parking permits issued to employees and increases in public transit ridership*)
- Solid waste management such as:
 1. Expanding recycling programs (*Decrease in pounds of solid waste disposal*)
 2. Development and implementation of a composting program. (*Pounds of compost diverted*)
- Promoting an urban forest program, with an emphasis on context appropriate native species (*Square footage of property converted; number of native trees planted*)
- Land use programs, such as:
 1. Encouraging mixed use development (*Square feet of mixed use development*)
 2. Encouraging an efficient jobs/housing mix to reduce commute time. (*Number of residents living within 25 miles of their jobs.*)

b. Applicable Regional Plans -- how proposal will be consistent with emission reduction strategies

- 2010 Santa Cruz County Regional Transportation Plan was prepared by the Santa Cruz County Regional Transportation Commission. This plan provides guidance for the transportation policy and projects through the year 2035. Chapter 6 relates to GHG emissions and lists a number of strategies. Those which can be incorporated into the Capitola General Plan include "complete Streets" policies, provisions for bicycles, provisions for sidewalks, traffic calming, increased public transit access and passenger amenities, Transportation Management Programs, employer outreach programs, arterial management for coordinated signal timing, parking pricing, smart growth strategies.
- Monterey Bay Region Blueprint (the region's growth and conservation strategy) by the Association of Monterey Bay Area Governments (AMBAG). This long-range planning process is working to identify a preferred growth scenario that will reduce GHG emissions. The Blueprint plan will serve as the foundation for the region's SB375-mandated Sustainable Communities Strategy. This proposal envisions a coordinated effort to ensure that both the Blueprint and the Sustainable Communities Strategy are incorporated into Capitola's new General Plan.
- The Monterey Bay Sanctuary Scenic Trail Master Plan of 2008 by Transportation Agency for Monterey County. This Plan has been completed for Monterey County. The Santa Cruz County version will be completed by the Santa Cruz County Regional Transportation Commission. This plan will be utilized to inform the design for pedestrian and bicycle access routes including the development of the proposed rail/trail.

3. *Describe how the proposal will meet the Collaboration Requirements of Focus Area 1*

The City of Capitola is an active participant in regional planning programs. Capitola is active on the Board of Directors of the Association of Monterey Bay Area Governments (AMBAG) and is

a regular participant on the AMBAG Blueprint Working Group and Regional Population and Employment Forecast Technical Advisory Committee (FTAC). Capitola is also serves as a member on the Santa Cruz County Regional Transportation Commission and on the RTC's Bicycle Committee. The attached letters of support are an indication of Capitola's collaboration in the past and the documents that this proposal is consistent with the region's goals including implementing SB 375. (see Collaboration Requirement Letters).

Step 2: Program Objectives

1. **Improve Air and Water Quality**

Air Strategies: As a small seaside town, there are ways that the City can directly impact air quality, particularly through planning and design that decrease vehicle miles and emissions. For example, the City of Capitola is a tourist destination, with limited parking. A significant amount of time is spent by tourists circling local streets trying to find parking. The proposal will aid the City use the General Plan process to finalize a process to bring more parking spaces closer to the beach, through a new parking structure, and parking and traffic management measures. In addition, this proposal will incorporate many mixed-use planning strategies in the City's adopted Housing Element more broadly into the city's overall General Plan, with the goal of decreasing commutes and encouraging work/live areas. The Monterey Bay Air Quality Management plan (2008) is responsive to Federal requirements on Ozone production and conformance to the 8-hour averaging rule. This proposal is in compliance with that plan in all respects; and, should the planning objectives as developed through the funding from this proposal be implemented, ozone emissions should be reduced from on-road motor vehicle sources and resident fuel consumption.

Water Strategies: The City works with the Coastal Watershed Council, a nonprofit agency committed to the improvement of water quality in the coastal watershed, on two programs. First is the Urban Watch Program that samples tests point source runoff into the Monterey Bay and the Soquel Creek on a weekly basis. The second program is First Flush. This program samples and tests point source runoff directly after the first rain. This data is gathered, but the City has yet to meaningfully incorporate the data into its public police endeavors and land use policy. This proposal will make it possible for the upcoming General Plan Revision process to establish a strong data base, which could be used to track the impacts of development on the waterways and incorporate design standards and strategies to reduce non-point source pollutants. In cooperation with the Santa Cruz County Zone 5 Flood Control District, the City developed a Storm Water Master Plan. This Master Plan was developed in collaboration with the California Regional Water Quality Control Board . This proposal will make it possible to integrate elements of this plan into the City's new General Plan. This will increase the efficacy of the City's storm water management systems, and the City's ability to control the contamination of particulates into the surface water. This proposal is consistent with the objectives of the North Santa Cruz Integrated Regional Water Management Plan.

Air and Water Quality Indicators: Include goals and objectives in the General Plan Revision, the success of which would be measured by: 1) The extended time visitors search for parking can be reduced, so that air emissions and particulates dropped or exhausted from vehicles into air and surface waters can also be reduced, 2) Increasing available parking proximate to Capitola Beach and Village, the most popular tourist destination (measured by accomplishment), 3) Reevaluating the City's remote parking shuttle program in order to decrease time circulating patterns (measured by accomplishment); 4) Air contaminants as measured indirectly by shuttle ridership 5) Soquel Creek water and Beach/Bay contaminants as measured by County Environmental Health and 6) a reduction in the amount of VMT by local residents and employees.

2. **Promote Public Health.**

Strategies: This proposal will incorporate into the General Plan a number of public health measures that improve the long-term sustainability of the city. Capitola has one of the most inclusive and diverse recreation programs in Santa Cruz County. These programs focus upon fitness, health, sports, arts and leisure. However, venues available to support these recreation programs are in short supply. Also, given the current fiscal atmosphere of constraint, recreation programs are often viewed as the first to be reduced or eliminated. Amending the General Plan to recognize recreation as a priority use and to identify recreation as a priority service will elevate recreation service as an important public policy objective.

In 2004 and again in 2008 the voters of Capitola approved a sales tax initiative a large portion of which is used for capital improvements, including rehabilitating existing sidewalks, constructing new sidewalks, constructing new bikeways and other pedestrian walkways. The City Council has expressed a strong interest in improving the walkability of the City. The City has also adopted several municipal code revisions related to public health. These include outdoor smoking restrictions in certain designated areas, such as the beach, no alcohol consumption in limited areas. These code revisions will be incorporated into the long-term General Plan, in order to reduce impacts from second hand smoke, and the antisocial consequences from public drinking. This proposal will meet the basic needs of all by incorporating into the new General Plan important planning strategies and policies to provide accessible pedestrian and bicycle way planning; plans for parks, new library and recreational activities. The City works closely and on a continuing basis with the Santa Cruz County Department of Environmental Health. Their staff are ex-officio member of the City Commission on the Environment that meets monthly.

Indicators related to this objective: Include goals and objectives in the General Plan Revision which would likely be measured by: 1) Maintaining or increasing a relatively constant number of recreation programs (to assure against public health program degradation in the current difficult economic times); 2) Monitoring the costs and participation to assure that people from all income levels can participate; 3) As a tourist town Capitola has drinking establishments, reducing incidents of public intoxication, which will reduce the negative health consequences and aggressive activities from alcohol consumption; 4) Amount of square feet of repair of existing sidewalks; 5) Increasing the square footage of pedestrian and bicycle travel ways; 6) tracking overweight/obese population through participation in various countywide health monitoring programs.

3. **Promote Equity.**

Strategies: The City has a long history of contributing to social equity programs. Annually the City General Fund contributes over \$300,000 to over 30 agencies engaged in community equity programs. The City Redevelopment Agency contributes hundreds of thousands of dollars each year to agencies that prevent homelessness. City staff are members of regional boards that address homelessness and a host of other social equity programs for seniors, the hungry, and unemployed. This proposal will include these social equity activities as a recognized as part of the City's General Plan, to assure a foundation for continuing the expression of these values into the future.

Indicators related to this objective: The City actively contributes to nonprofit community groups. Include in the General Plan Revision goals and objectives the success of which would likely be measured by: 1) The amount of funds contributed on an annual basis to nonprofit groups promoting Social Equity; 2) Staff hours of participation in regional committees including: Homeless Action Partnership, the Community Grants Application review committee; and others; 3) Staff hours related to independent or ad hoc projects, such as finding housing for a disabled resident or information and referral to community help programs, 4) tracking homelessness and income levels through ongoing collaboration with a variety of countywide, regional and national data sources.

4. **Increasing Housing Affordability.**

Strategies: The City of Capitola is the most residentially dense city in Santa Cruz County. In addition, the City has a Certified Housing Element through 2014 and an active Redevelopment Agency Housing Program. This proposal will incorporate the certified Housing Element into the General Plan revision, and will also review its current strategies on increasing affordable housing. One such strategy is to modify the City's existing First Time Home Buyer Program to coordinate that program with the City's other affordability incentives, such as its inclusionary housing ordinance.

Indicators related to this objective: Include goals and objectives in the General Plan Revision, the success of which would likely be measured by: 1) Housing units available for affordability as measured by meeting the Housing Needs Allocation; 2) First time home buyer participants; 3) Number of housing rehabilitation projects funded.

5. **Promote Infill and Compact Development.**

Strategies: The City of Capitola is the most residentially dense city in Santa Cruz County, and has adopted a number of infill policies that this proposal will incorporate into the new General Plan Update. Like many cities Capitola has approved a density bonus ordinance that is available for affordable housing development. Capitola has also adopted a Secondary Dwelling Unit ordinance which allows for accessory dwellings to be constructed on a parcel with a single family dwelling as a way to promote infill development. This proposal will incorporate recent changes in the CC zoning area that allow for infill and compact development in certain commercial zones of the City, and will make it possible to create new standards with regard to height limits in order to promote compact development. The City is also beginning the process of finding its optimum Mixed Use pallet. Taken together these commercial land use/zoning changes will provide incentives for infill and compaction of commercial development which are an ongoing part of the City's General Plan. Specifically a concentrated strategy for 41st avenue to identify appropriate areas for mixed use to activate the commercial areas and return economic and social vitality will be developed.

Indicators related to this objective: Include goals and objectives in the General Plan Revision, the success of which would likely be measured by: 1) housing density bonuses approved: 2) an increase in secondary dwelling units: 3) increases in square footage of mixed unit developments; 4) increase in the square footage of construction in commercial areas, reflecting the impact of the recent changes to the CC zone.

6. **Revitalize Urban and Community Centers.**

Strategies: The City has two commercial centers, one Capitola Village at the beach and the other in its major commercial area with contains the regional Capitola Mall. The Capitola Village beach area is mostly comprised of small parcels, the uses of which are significantly limited by parking. Capitola Village is a popular and attractive center, yet its retailers and businesses suffer from lack of year-round economic activity, an inability to expand due to lack of parking, and the current economic recession. A hotel with potential meeting facilities is proposed for the Village, which would offer significant revitalization and more year-round activity. However, the lack of parking is a significant impediment to entitlements for that project. The City has completed several parking studies to identify the best options for increased parking. This proposal will build upon and expand these studies in order to address a parking structure financing plan for the Village, and incorporate this into the General Plan. This will provide for retail and business expansion, year-round uses, and revitalize this commercial center.

The Capitola Mall and adjacent commercial area was the primary countywide shopping district for two decades, but is now significantly outdated and suffering financially. New retail developments elsewhere in the County have decreased business viability at the Mall. This proposal will focus upon the creation of an “Re-Visioning Area Plan” for the Capitola Mall/41st Avenue Commercial Center, with a focus upon design and transportation improvements to increase walkability, provide outdoor restaurants centers, connection with transit connections, and improved urban and site design. The City has approved new development standards for this zoning, and is collaborating with the owners and management of Capitola Mall. This proposal will relate these new standards to the General Plan, and including the mall owner into the General Plan review process will create options for improvement and property owner buy-in that would lead to a new revitalized commercial area.

The Capitola Library represents a significant community gathering area. Because of the recent and severe economic decline, library hours have been dramatically reduced. The City has an agreement to construct a new library building, but the incentive to do so in a manner that broadly responds to community interests is difficult because of the decline in hours. The City has an Library Committee studying the proposal, and will include Library planning in the General Plan review process. It will recognize community interests in the library property that are broader than simple library service, in order to revitalize this area and provide a forum for beneficial community and social activities.

Indicators related to this objective. 1) number of parking places proximate to the beach; 2) square feet of reconstructed businesses within the CC zone; 3) square footage of Village Hotel and/or parking structure; 4) square footage of Capitola Mall/41st Avenue re-design; 4) Square footage of reconstructed library building; 5) library hours and programming.

7. Protect Natural Resources and Agricultural Land.

Strategies: The prominent natural resources for the City are its beach, Monterey Bay Sanctuary and the Soquel Creek, with its seasonal lagoon. To protect the bay and beach, the City adopted a ban on certain Styrofoam products, and banned smoking on the beach. The City Council is now considering a ban on certain plastic bags. This proposal will incorporate new and proposed ordinances into the General Plan, which will provide additional protections and create policy options for further protections. Despite the City of Capitola’s concerted efforts, Capitola Beach was added to Heal the Bay’s 20th Annual Report “*Beach Bummer*” list.

The Soquel Creek and lagoon are studied annually for tide water gobies and steel heads. The City has almost twenty years of tide water goby and steel head counts available, in correlation with other scientific data. This proposal will use this information to guide the General Plan revision process, in order to bring into prominence the importance of the beach, the bay and the creek, securing their protection as important natural resources.

The City of Capitola is about 85% built out. As such, agricultural lands are not within the City’s planning sphere. However, the City does have a significant paleontological resource and some archeological resource. The beach cliffs are saturated with fossils millions of years old and are subject to erosion. Academics from all over the United States come to examine the cliffs and the fossils. The City is also host to one Native American burial ground and has identified other sensitive archeological areas. This proposal will incorporate the paleontological cliffs and the archeological areas into the General Plan revision, which will not only help to protect but provide some important science behind that protection.

Because of its built-out nature the City of Capitola prizes its tree canopy. The City approved a tree protection ordinance several years ago, which is currently under review for revision. Also, the City

is home to several eucalyptus groves, a non native species. Managing these groves, many of which are along the sea cliffs and bluffs, and developing a tree replacement plan has been difficult on an ad hoc basis. This proposal will include re-working the tree ordinance overall, including a focus upon replacing the non-native trees with native trees, which would serve to enhance existing natural resources.

The development of infill and urban reuse policies provide development opportunities in urban areas that already have existing urban infrastructure and services. Appropriately zoning for infill and development opportunities within existing urban areas, relieves pressure to expand urban development into the agricultural areas.

Indicators related to this objective. 1) square feet of tree canopy; 2) number of non- native trees reduced; 3) bluff and cliff erosion, square feet; 4) native tree plantings; 5) linear feet of storm drain constructed; 6) number of steel head smolt; 7) number of tidy water goby; 8) Styrofoam in trash by weight; 9) cigarette litter by weight; 10) plastic bag litter by weight; 11) designation of archaeological and paleontological areas;

This proposal is consistent with the following sections of the California Wildlife Action Plan: Chapter 4 “Recommended Statewide Conservation Actions” sections: b, f, i, and n; and, Chapter 10 “Conservation Actions to Restore and Conserve Wildlife” sections: a, e, f, and i. There are no approved Natural Community Conservation Plans within the City limits. In reviewing the maps and information on the www.consrv.ca.gov website, there are no mineral sites existing or planned with the project area.

8 **Reduce Automobile Usage and Fuel Consumption.**

Strategies: The City of Capitola is located along the Santa Cruz County Highway One transportation corridor, between Watsonville and the City of Santa Cruz. Developing proper land use planning strategies combined with a comprehensive capital improvement program is critical to removing people from their cars to either walk or bicycle to their destinations. The Capitola beach and village are also a very attractive tourist destination. This proposal will develop the planning strategies necessary to promote the City as a walkable community, with transit and shuttle availability. It will incorporate the recently prepared parking plan into the General Plan revision process will assist in creating available parking and reducing the time for visitors to find convenient parking. The interface of California Highway One with the City of Capitola is inefficient leading to significant traffic stacking. This proposal will incorporate an engineering review of the traffic signal delay might relieve the stacking, into the General Plan Transportation Element. The development of a transportation demand plan is part of this proposal. The update to the Circulation Element will take into consideration the acquisition of the rail corridor by the Santa Cruz Regional Transportation Commission.

Indicators related to this objective. 1) Number of parking spaces proximate to the village; 2) Reevaluating the City’s remote parking shuttle program could decrease time for the parking search (measured by accomplishment); 3) Traffic signal timing study to determine if delays can be reduced (measured by accomplishment); 4) Vehicle Miles Travelled; 5) Square footage of bicycle and pedestrian pathways; 6) Transit ridership; 7) Development of a Transportation Demand Plan, 8) Utilization of the Rail corridor for multi-modal uses.

9 **Improve Infrastructure Systems**

Strategies. As part of the City’s Capital Improvement Program Capitola has developed and will plan for: 1) a pavement Management program, including a pavement condition index; 2) Sidewalk improvements; 3) Bicycle path way improvements; 4) and, other facilities and improvements such

as parking and play structures and parks. This proposal will incorporate these existing and proposed policies into a core foundation in the General Plan, which will assist in planning for improved infrastructure improvements.

Indicators related to this objective. 1) Increase in the pavement condition index; 2) increased square feet of pedestrian and bicycle travel ways; 3) increased number of parking spaces.

10. Promote Water Conservation

Strategies. The City of Capitola receives its water through two water purveyors, Soquel Creek Water District and the City of Santa Cruz Water District. Water supply to projects in Capitola will become a major hindrance to development in the near future. A joint project to investigate the feasibility of a desalinization plant is underway, and the Environmental Impact Report on the project will also investigate alternative water projects that may offer reduced Greenhouse Gas Emissions. Capitola is cooperating with the Soquel Water District to implement its “zero impact” policy that requires all new development to offset expected water demand (by a 1.2 to 1 ratio) by retrofitting existing properties with low-water use fixtures. Federal and State mandated Clean Water programs aimed at removing pollutants from storm water systems will require on-site treatment and percolation of storm water from all new and redevelopment projects. This program is being regulated by the Central Coast Regional Water Quality Control Board in the City and was adopted in early 2009. This proposal will incorporate all of these policies into the General Plan Update.

Indicators related to this objective: 1) number and square footage of new developments which offset expected water demand, 2) number and square footage of retrofitted properties with low water use fixtures, 3) on-site treatment of storm water at new development projects.

11. Promote Energy Efficiency and Conservation

Strategies. The City has adopted a green building program and building standards that promote the use of photo voltaic systems. This proposal will formally incorporate the energy efficiency and conservation objectives of these policies into the General Plan. Furthermore, technological advances that are energy efficient, such as solid state lighting have recently been made commercially feasible; and, devices to measure residential consumption have been available for some time. This proposal includes the goal of creating incentives to use these technologies as part of the General Plan.

Indicators related to this objective. 1) the number of energy technology incentives approved; 2) the development of green technology standards 3) participation of Capitola commercial and residential properties in the *California First* retrofit program.

12. Strengthen the Economy

Strategies. In 2006 the City of Capitola prepared and adopted an Economic Development Strategy. This strategy recommended that the City explore increasing visitor-serving and green business uses. This proposal will incorporate the recommendations for the Economic Development Strategy into the General Plan Revision process. The City has been working on a plan to bring more parking spaces closer to Capitola Village businesses and to allow for the development of a new Village hotel with meeting spaces. Planned revitalization of the Capitola Mall will also position the area for long-term strategic growth.

Indicators related to this objective. 1) Number of EDS implementation recommendations implemented; 2) Number of green jobs and businesses; 3) number of visitor serving uses; 3) number of parking spaces proximate to the village, 4) long-term revisioning for Capitola Mall/41st Avenue and increase and jobs and sales along this regional economic corridor.

Step 3: Priority Considerations

1. *Proposal demonstrates ongoing collaboration with state, regional and local, public and private stakeholders, and community involvement.*
 - a. Tasks undertaken by all entities involved in the work plan

Entities involved in this work plan include: Capitola City staff and the Consultant Team. The City staff team will be led by two Planning professionals: Community Development Director Derek Johnson, who managed the General Plan Update process and the Climate Action Plan for the County of Santa Barbara before joining the City of Capitola staff, and Housing and Redevelopment Program Manager David Foster, an experienced professional in project management, housing policy and community development. They will be assisted by an active staff, the City Manager Jamie Goldstein, and all department directors. The General Plan Consultant Team will be chosen in Fall 2010. The City has nine consultants preparing proposals in response to the City's RFP, which was released in July 2010. The intention is to hire a consultant team with a broad background of Sustainability to aid the City in this overall integration process. The consultant will be responsible for preparation of technical studies, development of draft policy reports, goals and action plans, and all required and optional Elements and Plans. They will also guide the public outreach process.
 - b. How other entities will be engaged in the development and/or implementation

The City of Capitola will actively work with a variety of other planning agencies, most actively with the Association of Monterey Bay Area Governments (AMBAG) to ensure coordination with the regional draft 2035 Monterey Bay Regional Blueprint and the evolving Sustainable Communities Strategy, and to utilize the AMBAG baseline GHG inventory and regional targets. The City will work with the Santa Cruz County Regional Transportation Commission to coordinate with the Regional Transportation Plan, and the Monterey Bay Air Pollution Control District to coordinate with the Air Quality Management Plan. We will work with the California Regional Water Quality Control Board to ensure that consistency with the North Santa Cruz Integrated Regional Water Management Plan. We will coordinate with other local governments, the County of Santa Cruz and the Santa Cruz Metropolitan Transit District. The General Plan process will be coordinated with the California Coastal Commission's requirements. The City's General Plan Advisory Committee (GPAC) will be comprised of citizens, business leaders, environmental groups, citizens, civic leaders, and housing and low-income advocates, and will review all draft Elements and reports, provide broad oversight, and provide a link between the General Plan update process and the broader community.
 - c. How the community will be engaged in the planning process

The City plans a broad outreach effort to ensure that the community is aware and informed of the General Plan update process. This will include a dedicated Capitola General Plan/Sustainability website, regular newsletters, a series of public workshops, news releases and media coverage, and staff/consultant accessibility to citizens engaging in the process. A General Plan Advisory Committee (GPAC) is being formed for the specific purpose of optimizing, focusing, and engaging the public in the update of the City's General Plan.
2. *Proposal demonstrates strategies or outcomes that can serve as best practices*
 - a. Tools and processes easily accessed and used by other agencies

Coastal communities face unique challenges with regard to global warming and sustainability issues, and Capitola plans to be on the forefront of identifying best practices in policies, programs and projects which other coastal communities can share and use, in terms of making Sustainability a primary focus of a General Plan as well as emission reduction strategies.

Model policies and the synergy and relationship of implementing programs will make it a model for small coastal communities with a tourism focus.

b. How City will promote and share information, tools and processes

The City plans a highly transparent process, with a dedicated website outlining all actions, technical studies and protocols, background reports, draft elements and policy statements. City staff is dedicated to working collaboratively with local, regional and statewide agency partners and staff in order to share information, offer templates and work plans, and make it possible for the state as a whole to reach our shared 2035 sustainability targets.

3. *Proposal is leveraged with additional resources.*

a. Funding sources already committed

The Capitola City Council has approved the allocation of \$30,000 in matching funds from its General Plan Maintenance Fund specifically as a match for this overall Sustainability proposal. These funds are available in the form of an outright cash contribution. Overall, the City has allocated funding for the General Plan Update process through the creation of a General Plan Maintenance Fee Fund. This Fund has \$460,000 allocated for the 2010/2011 fiscal year, and approximately \$300,000 allocated for the 2012/2013 fiscal year. This is to fund all aspects of the General Plan process, through the Draft General Plan, Environmental Impact Report, Coastal Commission review, Local Coastal Plan amendments, adoption of the final General Plan, all public outreach, and all implementing zoning changes and updates.

b. Potential future funding sources

The City has applied for a Caltrans Planning Grant for \$100,000 to support the creation of a Bikeway, Pedestrian and Public Transit Master Plan that will become part of the General Plan Circulation Element; the outcome of that grant is still pending. The City also plans to apply for a \$70,000 Community Development Block Grant to support a detailed site design and parking plan for the Capitola Village Hotel and financing plan for the Village Parking Structure, which will become part of the “Capitola Village Area Plan”.

4. *Proposal addresses Climate Change Impacts*

a. Identify the potential climate change impacts on population, natural areas and systems

As a coastal community, Capitola will feel the impact of changes in sea levels dramatically. A comprehensive study (May 2009) by the California Climate Change Center, “The Impacts of Sea-Level Rise on the California Coast,” concludes that under medium-high greenhouse-gas emission scenarios, mean sea level along the California coast is projected to rise from 1.0 to 1.4 meters by the year 2100. The population at risk for a major 100-year flood would almost double—from 270,000 to 480,000 people. Sea level rise would affect nearly 140 schools, 35 police and fire stations, 55 health care facilities, 3,500 miles of roads, 30 coastal power plants, and 28 wastewater treatment plans. The population at risk of flood in Santa Cruz County, which includes Capitola, would increase by almost 50%. Since some of Capitola’s first responders (police, fire and City Hall) are currently in or close to the flood zone, this will put the ability of the City to respond at risk. Sea rise change will affect Capitola’s Soquel Creek, putting many residents and businesses at risk of flood. Sea rise change will erode Capitola’s beach line

, with the concomitant impact on local communities, homes and Village businesses. Beyond the need to address greenhouse gas emissions, environmental resources are at risk from a variety of other commercial and industrial air and water pollution sources. As a community that lives close to ocean and riparian areas, the impact of air and water pollution on human public health, creeks and lagoons, local wildlife and overall watershed systems is profound.

b. How proposal improves adaptation to the impacts on populations, natural areas, and systems

It is incumbent upon Capitola as a coastal community to proactively address climate change, sea rise levels and other forms of air and water pollution, and the City’s General Plan process is an excellent way to calmly and methodically plan how the community will adapt to environmental

changes over time. Even in the presence of concerted efforts, it is clear that some environmental changes will occur, and the beach/riparian sections of the City will experience increased flood risk and other impacts. Planning to adapt to these changes is at the forefront of the goals of the proposal

5. *Proposal serves an economically disadvantaged community*

The City of Capitola does not contain an economically disadvantaged community as defined. However, the City is 54% renters, and 55% of households earn under 80% of the countywide median income. Twenty-two percent of all households are at-risk elderly.

Step 4: Organizational Capacity

1. *City of Capitola's experience and capacity to complete the proposed work*

The City is fully staffed and well-prepared to complete the proposed Sustainability-focused General Plan Update. Community Development Director Derek Johnson (see attached resume), was the project manager for the recent Santa Barbara General Plan Update, including responsibility for developing their Climate Action Plan and Energy Financing Plan. Housing and Redevelopment Planner David Foster is an experienced professional with background in affordable housing, equity issues, environmental policy and served on the Advisory Committee for the City of Santa Cruz General Plan Update. Other staff, department heads, consultants and interns are in place for a thorough and focused General Plan Update. Capitola has received and successfully executed many grants from federal, state and regional agencies and has the capacity to administer this grant. The City Council has budgeted adequate time and resources as part of the Community Development Department's work program to complete the update.

2. *Active Partners to assist with the proposed work*

As mentioned in detail in this text, the City plans to work actively with a wide variety of local, regional and statewide partners, particularly the Association of Monterey Bay Area Governments, in the development of the Sustainability-focused portions of the General Plan Update.

3. *Keeping on schedule and on budget*

The City is aware that many General Plan processes go over budget and take longer than anticipated. We are actively working to ensure that there is an adequate budget in place, both through the General Plan Impact Fee Fund and through grant applications, so that cost increases can be anticipated and met. A primary intention in terms of keeping within budget is to ensure that the timeline is met as closely as possible. The City is deeply committed to completing the General Plan Update process within the established timeline of a Draft GP by Winter 2012 and the Final adoption by Winter 2013. This goal has been stressed to RFP consultants, and the capability to meet all deadlines will be of extreme importance to the City's choice of the General Plan consultant team.

4. *Contingency plan to cover over budget expenses*

The City has anticipated that with the combination of the General Plan Impact Fee Fund and proposed grant applications, that budget expenses for the General Plan are fully met. This proposal will fund the aspect of the General Plan Update that will specifically focus upon Sustainability issues, ensuring that those issues are adequately and carefully addressed throughout the document.

5. *How proposal will be implemented*

The final aspects of the General Plan Update will include a variety of zoning changes, implementing ordinances and coastal zone updates, which will both implement the Sustainability goals, policies and actions and also enshrine those goals into the City's long-term future.